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DATE: June 8, 2004

TO: Summer Food Service Program sponsors; advocates; and
special interest groups

FROM: Christine Emerson, Director
School Nutrition Programs

SUBJECT: Nominations for the 2004 Summer Sunshine Awards

The USDA is calling for nominations for the 2004 Summer Sunshine Awards. These awards provide national recognition to State agencies; sponsors; advocates; and special interest groups, including faith-based organizations for outstanding achievements in providing nutritious meals to children through the Summer Food Service Program (SFSP).

Enclosed is the application package, which contains detailed information on the award categories, eligible nominees for each category, and the application submission process. We are encouraging nominations, including self-nomination for all groups eligible for these awards.

The applications are due to this office by **August 16, 2004**. Selected nominees and category winners may be featured in a regional or statewide publication or invited to participate in local meetings that promote the SFSP. If you have any questions, please contact Holly Humphrey, School Nutrition Programs Specialist, at (406) 444-4413.

Attachment

2004 Summer Sunshine Awards

Application Package

Through the *Summer Sunshine Awards*, we recognize the outstanding achievements and hard work that has occurred throughout the country in providing nutritious meals to children through the Summer Food Service Program (SFSP).

We have revised the eligibility nominee method to allow sponsors, State agencies, advocates and special interest groups to apply or be nominated for **all** of the award categories. We believe each group has been a factor in the success of the SFSP by the improved collaboration with community organizations, schools and local government agencies. Through these extraordinary efforts, the SFSP has increased participation. These awards allow us the opportunity to acknowledge creative, successful strategies and the outstanding contributions each group offers to the accomplishments of SFSP.

In prior years, we have recognized and awarded the Summer Sunshine Award winners each calendar year. Beginning with calendar year 2003, we have begun awarding the winners on a biennial basis. Therefore, in September 2004, we will be accepting nominations for award-winning programs for the summers of 2003 and 2004.

Eligible Applicants

We are accepting applications from **sponsors; sponsors operating SFSP under the 14 State pilot projects; school food authorities operating under the Seamless Summer Feeding Waiver; State agencies; advocates; and special interest groups** in the following five categories:

1. Service to Special Populations
2. Successful Expansion
3. Programs that Emphasize Improved Nutrition and Physical Activities
4. Community and Faith Based Organization
5. Partnering With Other Organizations or Groups

These groups may apply individually, or be nominated by other groups. More information on each category can be found on the following pages. However, please only submit **one** nomination per category. The regional offices must decide which application nomination has best reached the objectives of each of the five categories.

Award Categories, Evaluation Criteria, and Questions for Narrative Submission

Narratives are limited to 3 pages, single-sided, 12-point font or larger, and should be thorough and incorporate sufficient information under the appropriate category to effectively evaluate your accomplishments. Your activities and services toward the success of the Program should be above and beyond what the Program regulations require. Please make certain that your narratives clearly illustrate how your particular program is **sustainable, transferable, cost effective** and **innovative**. In the event the nominee submits additional or supportive materials, please limit those submissions. If the nominee wants any/all of the additional or supportive materials returned, please make a notation on the submission. The review panel will evaluate your narrative on the following criteria and use a point system to select the best nomination(s).

Sustainability (maximum 25 points). Maximum score will be awarded to applicants whose efforts help ensure continued program participation.

Transferability (maximum 25 points). Maximum score will be awarded to applicants whose initiatives can be successfully replicated.

Cost Effectiveness (maximum 25 points). Maximum score will be awarded to applicants, whose efforts make good use of available resources, including non-program resources.

Innovation (maximum 20 points). Maximum score will be awarded to applicants who develop creative measures, enhance growth to expand summer feeding operations, and promote participation in the Program in a clever and unique manner.

Presentation (maximum 5 points). Maximum score will be awarded to applications that are complete, comprehensive and to the point. Narratives must not exceed the 3-page limit.

Total Maximum Score: **100 points**

Nominations for the following five categories will be considered for the *2003 and/or 2004 Summer Sunshine Awards*:

A. Service to Special Populations

This award will be presented to a group(s) that targeted, increased access and better served special populations in one or more of the following:

- children of migrant workers;
- American Indian or Alaska Native children;
- children from other minority groups;
- children in rural areas;

- at-risk children; and
- children with special needs.

Please incorporate in your narrative the efforts and results in reaching a special population through SFSP. Suggested ideas:

- Describe the group of children served, and the feeding site(s);
- Specific steps taken to reach this group of children;
- Any challenges or barriers encountered and how they were addressed;
- Any non-program resources (e.g., monetary contributions, in-kind donations, volunteers, partnerships with other organizations);
- How your program can be sustained, and the outlook for next year.

B. Successful Expansion

This award will be presented to a group(s) that has substantially increased summer food service to children in the community by developing creative strategies to promote and expand participation or through access under the 14 State Pilot Project or the Seamless Summer Feeding Waiver.

Please incorporate in your narrative the efforts and results that promoted, increased and made the SFSP program more accessible. Suggested ideas:

- Specific steps taken to promote the program and reach eligible children, and the impact the efforts had to ensure access to nutritious meals;
- The most effective techniques used in reaching the children to increase access;
- Any challenges or barriers encountered and how they were addressed;
- Any non-program resources (e.g., monetary contributions, in-kind donations, volunteers, partnerships with other organizations) that were utilized in your efforts;
- How children's participation was sustained over the course of the program, and the outlook for next year;

- The impact of the pilot project or the waiver on the operation of the program, and any challenges or barriers encountered; and how they were addressed.

C. Programs that Emphasize Improve Nutrition and Physical Activities

This award will be presented to a group(s) that:

- addressed approaches to the problem of overweight and obesity;
- established activities that will promote lifelong healthy eating habits; or
- engaged more physical activities with nutrition education.

Please incorporate in your narrative the efforts and results in improving nutrition and physical activities. Suggested ideas:

- Successful strategies or methods used to educate the children on a healthier lifestyle while using physical activities to achieve this goal.
- Using USDA's Team Nutrition and other resources to educate the community and the children on creating a healthy eating environment;
- Creative activities that focus on obesity and how it contributes to major health problems;
- Impact of physical activities and the nutrition education that influenced children's eating behaviors;
- Any challenges, barriers or impediments encountered and how they were addressed;
- Any non-program resources (e.g., monetary contributions, in-kind donations, volunteers, partnerships with other organizations) that were utilized in your efforts;
- Successful methods you noticed that will contribute to sustaining the information and activities for lifelong changes.

D. Community and Faith-Based Organizations

This award will be presented to a group(s) that coordinated efforts to eliminate obstacles to the participation of faith-based organizations and the activities these community groups exhibited to expand the services of the Program.

Please incorporate in your narrative the efforts and results that improved access to community and faith-based organizations. Suggested ideas:

- Successful strategies or methods used to reach eligible sponsors and children, and the impact;
- Evaluate partnership opportunities and how FNS programs strengthen the mission of faith-based organizations;
- The groups of children targeted and creative outreach tools;
- Activities or other program assistance that contributed to the SFSP;
- Any challenges, barriers or impediments encountered and how they were addressed;
- Any non-program resources (e.g., monetary contributions, in-kind donations, volunteers, partnerships with other organizations) that were utilized in your efforts;
- Successful methods you noticed that will contribute to sustaining the information and activities.

E. Partnering With Other Organizations or Groups

This award will be presented to a group (s) that linked their outreach efforts, program operations, and/or activities with other groups to form a coalition to support serving low-income children in SFSP.

Please incorporate in your narrative the relationships, involvement and affiliations your group developed with your partner (s). Suggested ideas:

- Describe how you partnered with a group to broaden your outreach efforts to reach more sponsors, sites, and/or children;
- Address how a group or individual donated their time, materials, personnel, etc., to ensure that the SFSP was accessible to all eligible children;
- What blueprint models were effective in addressing your individual situation and how it improved your program;

- Did the partner's efforts make a difference in the attitude of the community, local legislators, parents, and/or children?;
- Illustrate how your affiliation with the partner (s) impacted the SFSP and how those endeavors could be transferred to other program participants. Could your models be sustained over the course of the program? And why. Do you have plans for expanding your partnering next year?

How to Apply for the 2003 and 2004 Summer Sunshine Award

Sponsors, State agencies, advocate and special interest groups must submit a complete entry and a narrative (3 pages maximum) that is thorough and incorporates sufficient information to effectively evaluate your accomplishment under the appropriate category.

All nominations should be submitted to the SFSP State agency by the due date established by the State agency. State agencies should forward their own nominations and all other nominations to the appropriate Regional Office. The Regional Offices are responsible for selecting one nominee per category to forward to FNS Headquarters for final review and selection of winners.

Notification of winners

Winners will be notified in writing, by FNS shortly after the final selections are made. Selected nominees and category winners may be featured in a regional or statewide publication or invited to participate in local meetings that promotes the SFSP. Please be aware that there is no monetary compensation for these awards.

Questions

Any questions regarding these awards should be directed to your State agency or regional office.

2003 and 2004 Summer Sunshine Awards

Entry Form

Please complete the information on this page and attach it to your narrative to be eligible for consideration for a 2003 and/or 2004 Summer Sunshine Award.

Name and address of applicant:

Applicant's contact information

Name:

Title:

Phone:

Fax:

E-mail:

Name of Program:

If you are nominating a program, please provide your information:

Name:

Title:

Phone:

Fax:

E-mail:

Are additional or supportive materials included? Yes _____ No _____

If included, are materials to be returned to the nominee? Yes _____ No _____

Award Category for which you are applying or being nominated (check one):

Service to Special Populations ☐

Successful Expansion ☐

Programs Emphasizing Improved Nutrition and Physical Activities ☐

Community and Faith-Based Organizations ☐

What year (s) is nomination being submitted? (check one or both)

2003 🍏

2004 🍏

Meal service(s) provided during the summer (check all that apply):

Breakfast ☐

Lunch ☐

Snack ☐

Supper ☐

Program Information (provide all applicable information to your specific program)

	2004	2003	2002	2001
Total number of feeding sites				
Total average daily attendance				

The estimated percentage of children served on an average day:

	2004	2003	2002	2001
American Indian or Alaska Native				
African American				
Hispanic				
Migrant Children				
Children in rural areas				
Children at-risk				
Children with special needs				
Other (specify what group(s) you served)				

If you are part of a partnership, please list the amount of money and/or additional resources (staff time, donated food items, etc.) your partnering agency (ies) contributed for the 2003 and/or 2004 summer program:

a. money, in dollar amount _____

b. additional resources, please specify resource and amount below

State Agency Program Information (please use estimates if final numbers are not available for 2004)

	2004	2003	2002	2001
Total number of SFSP sponsors				
Total number of SFSP sites				
Total average daily attendance				
No. of Seamless Waiver Sponsors				
No. of Seamless Waiver Sites				
No. of 14 State Pilot Project Sponsors				
No. of 14 State Pilot Project Sites				

(Do not write below this line)

******FOR STATE AGENCY USE ONLY******

SFSP State agency: _____
(please print)

Name of State agency personnel: _____
(please print)

Title: _____
(please print)

Signature: _____

Date: _____